

Buyer	Stephanie Kincaid	Order Number	315
Client	Romney for President, Inc.	Campaign	August 8-14
		Flight	Flight 1 08/08/12-08/14/12
Station	WUSA	Agency	American Rambler Productio
Address		Address	

WUSA-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
9NEWS NOW@6AM											
We-Fr 6:00a- 7:00a	\$450	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
9NEWS NOW@6AM											
Mo-Tu 6:00a- 7:00a	\$450	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
EARLY SHW1-CBS											
We-Fr 7:00a- 9:00a	\$250	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
EARLY SHW1-CBS											
Mo-Tu 7:00a- 9:00a	\$250	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
PRICE-RT 1-CBS											
Mo-Tu 11:00a-12:00p	\$800	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
PRICE-RT 1-CBS											
We-Fr 11:00a-12:00p	\$800	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
CBS SOAPS											
We-Fr 12:30p- 3:00p	\$800	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
CBS SOAPS											
Mo-Tu 12:30p- 3:00p	\$800	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
THE DOCTORS											
We-Fr 3:00p- 4:00p	\$500	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
THE DOCTORS											
Mo-Tu 3:00p- 4:00p	\$500	Aug13-Aug14	:30	3	2	1	--	--	--	--	--
DR. PHIL											
We-Fr 4:00p- 5:00p	\$600	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
DR. PHIL											
Mo-Tu 4:00p- 5:00p	\$600	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
9NEWS NOW@5PM											
Mo-Tu 5:00p- 6:00p	\$600	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
9NEWS NOW@5PM											
We-Fr 5:00p- 6:00p	\$600	Aug08-Aug10	:30	6	--	--	2	2	2	--	--

WUSA-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
9NEWS NOW@6PM We-Fr 6:00p- 6:30p	\$800	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
9NEWS NOW@6PM Mo-Tu 6:00p- 6:30p	\$800	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
9NWS NOW TNGHT Mo-Tu 7:00p- 7:30p	\$800	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
9NWS NOW TNGHT We-Fr 7:00p- 7:30p	\$800	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
ENT TONIGHT 30 We-Fr 7:30p- 8:00p	\$1,800	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
ENT TONIGHT 30 Mo-Tu 7:30p- 8:00p	\$1,800	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
9NEWS NOW@11PM We-Fr 11:00p-11:30p	\$2,000	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
9NEWS NOW@11PM Mo-Tu 11:00p-11:30p	\$2,000	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
D LETTRMAN-CBS Mo-Tu 11:30p-12:30a	\$750	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
D LETTRMAN-CBS We-Fr 11:30p-12:30a	\$750	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
NCIS-CBS Tue 8:00p- 9:00p	\$8,000	Aug14-Aug14	:30	1	--	1	--	--	--	--	--
CRIMNL MND-CBS Wed 9:00p-10:00p	\$6,000	Aug08-Aug08	:30	1	--	--	1	--	--	--	--
BIG BANG THEORY/ 2 1/2 MEN Thu 8:00p- 9:00p	\$7,500	Aug09-Aug09	:30	1	--	--	--	1	--	--	--
CSI Thu 10:00p-11:00p	\$8,500	Aug09-Aug09	:30	1	--	--	--	1	--	--	--
CSI NY Fri 9:00p-10:00p	\$4,000	Aug10-Aug10	:30	1	--	--	--	--	1	--	--
BLUE BLOODS Fri 10:00p-11:00p	\$6,000	Aug10-Aug10	:30	1	--	--	--	--	1	--	--
SAT ER SHW-CBS Sat 8:00a-10:00a	\$250	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
NEWS Sat 6:00p- 6:30p	\$500	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
NEWS Sat 6:30p- 7:00p	\$800	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
CRIMETIME Sat 8:00p- 9:00p	\$2,000	Aug11-Aug11	:30	1	--	--	--	--	--	1	--

WUSA-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
CRIMTME SA-CBS											
Sat 9:00p-10:00p	\$2,500	Aug11-Aug11	:30	1	--	--	--	--	--	1	--
48HR MSTRY-CBS											
Sat 10:00p-11:00p	\$3,000	Aug11-Aug11	:30	1	--	--	--	--	--	1	--
9NEWS NOW@11PM											
Sat 11:00p-11:30p	\$2,000	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
SUNDAY MRN-CBS											
Sun 9:00a-10:30a	\$2,500	Aug12-Aug12	:30	2	--	--	--	--	--	--	2
FACE NATN-CBS											
Sun 10:30a-11:00a	\$25,000	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
MCLGHLN GROUP											
Sun 12:00p-12:30p	\$2,000	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
9NWSNOWSU@630P											
Sun 6:30p- 7:00p	\$800	Aug12-Aug12	:30	2	--	--	--	--	--	--	2
60 MINUTES-CBS											
Sun 7:00p- 8:00p	\$9,000	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
THE MENTALIST											
Sun 10:00p-11:00p	\$4,000	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
9NEWS NOW@11PM											
Sun 11:00p-11:30p	\$2,000	Aug12-Aug12	:30	2	--	--	--	--	--	--	2

WUSA Totals **\$200,350** **135**

Monthly Aug 2012
Gross Cost \$200,350.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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